

Organization Name: YELLOWSTONE COUNTRY

Project Name: Montana Film Office Film Location Brochure

Application Completed by: Robin Hoover 7-10-08

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Yellowstone Country will allocate \$4000.00 FY 08/09 Joint Venture Funds to participate in the Montana Film Office Filming Location Brochure planned for FY 09. Please see copied narrative from Sten Iversen's proposal:

I am planning on a 4 color glossy location brochure highlighting Montana's potential filming locations with approximately 20 pages. I will be offering any regions and CVB's that are interested opportunity to "purchase" space in the brochure to specifically highlight their area to the film industry. We will produce approximate 3000 brochures which will be a 2-3 year supply. They will be distributed with every copy of the Montana Production Guide (300 annually) that we send out to qualified producers with interest in filming in Montana, as well as at the trade shows and film festivals where the Montana Film Office markets (a comprehensive list of these shows can be found in the FY 08 MPD marketing plan, as well as in the forthcoming FY 09 plan). We will also provide each participant with brochures for their individual marketing efforts if requested.

The concept is to offer those Regions and CVB's that want to focus on marketing to film productions, the opportunity to do so without having to produce your own item for distribution. The project will be run through my advertising agency. For a consistent look the creative will be seamless throughout the brochure and I will have final editorial control. We are offering you the opportunity to get appropriate photos of your region or town and a limited amount of text calling out your particular location in the hands of filmmakers.

This opportunity is available to all regions and CVB's, although it may not be of interest or appropriate for everyone. Please remember that film location decisions are based upon many factors with some of the major ones being what type of incentives the state offers, availability of local crew, and the appropriate location to fit the script. Unfortunately that is just about the priority order as well, with beautiful cinematic landscapes taking a backseat to the economics of producing a film. So with that said, please feel free to sign up if you would like.

We will be offering space by the page with the minimum buy-in being one page and the maximum being 4 pages. The photo layout and design of the book is yet to be determined, so I cannot tell you how many photos per page that you will get at this time. We will offer the pages at \$1000 per page, assuming you provide photos or use Travel Montana stock photos. Any photo rights that would need to be purchased would be the responsibility of the Region or CVB.

Develop Objectives

The purpose of this step is to establish realistic, achievable objectives and assess the feasibility of your project in relation to stated objectives. Your objectives should be specific, measurable and realistic.

Identify the portions of your marketing plan, which support this project.

Does this project support the Strategic Plan? Yes No If so, describe how.

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached Yes No

(You are not required to use these forms; however, all of the information must be provided in your application for full approval)

Budget page must be attached for approval.

REGION/CVB PROJECT BUDGET
Film Location Brochure

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Development & Production	\$4000.00	+	\$0	=	\$4000
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$4000.00		\$0		\$4000
MARKETING/ADVERTISING:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL			\$0		
TRAVEL:					
Personal Car	\$0	+	\$0	=	\$0
Commercial Transportation	\$0	+	\$0	=	\$0
Meals	\$0	+	\$0	=	\$0
Lodging	\$0	+	\$0	=	\$0
Vehicle Rental	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
OTHER:					
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
	\$0	+	\$0	=	
TOTAL					
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REGION/CVB TOTAL	PROJECT TOTAL	\$4000	+	\$0	\$4000

